

Hello,
I am a life long musician, TV Producer and Teacher of Media at Academy of Art in San Francisco.

I am an unsigned musician and have played many venues large and small throughout Northern California. As a songwriter I have written dozens of songs. I host a weekly Opne Mic Talent Showcase at the Canvas Gallery in San Francisco that regularly highlights the work of 20 or more talented Singer/Songwriters from across the US.

I do not find local radio at all responsive to the needs of the local musicians in our community. When I met recently with a local station that claims to have a Sunday showcase for local musicians all they really wanted to discuss was advertising revenue for the spot.

I have come to rarely listen to local music radio because when I do the turnover of new material seems to be about 3-6 months. In other words it seems I only need to tune in every 3-6 months in order to stay current.

FCC's as feable approach at suggesting more local programming does not work. The radio stations are increasingly not local and the FCC seems to have no enforcement power over programmers. One could suggest we go out and start our own alternative channels but there are two issues; 1) the cost of starting a station is prohibitive and 2) FCC won't allow low wattage (low cost) operations to grow and in fact puts up several roadblocks to their start.

I don't think FCC is equipped to impose more local programming on stations. FCC does not have the staff or enforcement powers to do such a thing and there is no indication that they will get the necessary funding under the current political and economic climate.

Perhaps States need to begin to look into this issue?

Cable TV franchises are increasingly required to add channels for local and special interest programming as they apply for new licenses and renewals. Cable TV is usually regulated at the local level so it is easier for Local Government to monitor the Cable TV Franchise. Perhaps such a model could be applied to Radio? Again FCC has proven ineffectual in these areas since De-regulation began under the Reagan Administration. Chairman Powell seems as if he is taking things away from this type of oversight, not closer.

Putting a "Street Team" type booth out at the local car show or community fair where they pass out bumper stickers to get folks to listen to the station doesn't really qualify as Community Involvement in my opinion.

KCSM has a regular 2 minute feature on local educators and other community leaders which it would be nice to see more of from all broadcasters.

I believe voice tracking is a predictable outcome of an industry which has been set up to protect the rights and profits of the station owners. FCC regs have successfully locked out low cost competition to small broadcasters who could give these practices a run for their money in serving local markets.

The issue of National Playlists is similar, except this practice has been going on longer than the voice tracking.

I think LPFM is a great idea, but I don't see that FCC has really lived up to the commitment as you state it. If they had the San Francisco area would have much more choice than we do. Instead whenever I hear about a LPFM initiative it is because they have just come under the notice of FCC and are being shut down. This is wrong in my opinion.

I do hope FCC will begin to take the needs of the local audience into consideration above the profits of Broadcasters. FCC's charter is to protect the public airways. What we have now is a profligation of too much of the same thing that seems to only serve corporate profit centers, not the public. A change in that would be wonderful.